



NEWS RELEASE

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Day Five of Voter Registration Week – Jones' Voter Registration Message Hits Californians at Movie Theaters, Music & Book Stores

Jones: "Whether Picking up the Newest CD or Catching the Latest Flick – 'Entertainment Day' Continues to Illustrate the Ease of Registering to Vote Without Deviating From One's Daily Routine"

SACRAMENTO --- Continuing to inundate Californians with voter registration material and reminders to register to vote for the upcoming March 5th primary election, Secretary of State Bill Jones announced today that movie-goers at Mann Theaters will now see a reminder to register to vote on the "big screen" while they wait for their movie to begin. Additionally, more than 51 Tower Music and Book Stores throughout California are supplying shoppers with voter registration materials at their check-out counters.

"Entertainment Day specifically targets Californians at various entertainment venues throughout the state reminding them to register to vote for the March election," said Jones. "Whether you're picking up the newest CD or catching the latest movie, 'Entertainment Day' continues to illustrate the ease and convenience of registering to vote without deviating from one's daily routine."

"Entertainment Day" is the fifth stop of Jones' seven-day ***Vote America Voter Registration Week*** where Californians will find an opportunity to register to vote as they go about their daily lives – where they work, where they shop, where they go to school and where they play. Jones has conducted a full week of nonpartisan statewide voter registration drives since 1996.

To encourage voter registration and participation, Jones is working with thousands of public and private sector partners to provide potential voters with the opportunity to register to vote before the February 19, 2002 deadline. ***Vote America Voter Registration Week*** Partners include some of the state's leading grocery stores, small businesses, large corporations, industry trade associations, labor unions, dry cleaners, bookstores, Rock-The-Vote, the World Wrestling Federation and more.

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A Project of the
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Speaker-Elect of the Assembly
California State Assembly

The themes for each day of Voter Registration Week are:

- *Monday, January 28th -- Kick-Off of the week's events at the State Capitol*
- *Tuesday, January 29th -- Grocer's Day*
- *Wednesday, January 30th -- Education Day*
- *Thursday, January 31st -- Business/Technology Day*
- *Friday, February 1st -- Entertainment Day*
- *Saturday, February 2nd - Family Day*
- *Sunday, February 3rd -- Sports Day*

The goal of ***Vote America*** is to provide every eligible voter with the opportunity to be a part of America and help protect democracy at its very core – the ballot box. In addition to registering voters, educating voters, and encouraging voter turnout, ***Vote America*** is also a volunteer recruitment program, asking voters to serve as poll-workers, host a polling place and more. Relying heavily on the combined efforts of the private sector, traditional voting and civic organizations, ***Vote America*** is continuously seeking new partners to help spread the word about getting involved in Democracy.

For more information about voter registration and voting, please visit the ***Vote America*** web site at www.voteamerica.ca.gov or the Secretary of State's web site at www.ss.ca.gov.